



RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

July 28, 2005

TO: BOARD OF DIRECTORS

THRU: Larry Rubio, Chief Executive Officer 

FROM: Scott Richardson, Director of Marketing 

SUBJECT: Authorization to Operate Service for 2005 Corona/Norco Holiday Trolley

Summary:

In November 2004, the Board authorized trolley service in Corona and Norco on two consecutive weekends during the month of December. The trolley service ran on December 11-12 and 18-19, utilizing two trolleys per weekend. The service was intended to take residents to various shopping centers and points of interest in the community, sponsored by the cities of Corona and Norco and RTA.

RTA has provided this service for the past eight years as part of its roster of annual holiday community events. The members of the Corona/Norco Transportation NOW Chapter are instrumental in designing the route, planning kick-off events and conducting community outreach.

At this time, staff is requesting the Board provide authorization to operate this service in December 2005. In partnership with the Corona/Norco Transportation NOW Chapter, staff will initiate community outreach, determine kick-off event dates/locations, and design the most efficient route. Service is planned to operate on the weekends of December 10-11 and 17-18.

Fiscal Impact:

The cost to operate this service on both weekends is anticipated to be \$3,704.40. Both the cities of Corona and Norco have agreed to partially sponsor this service at a cost of \$800 per city resulting in operational costs for RTA of \$2,104.40. In addition, the proposed cost for marketing outreach and efforts for ad placements and printing services is anticipated to be \$1,500, which will be financed by RTA as

a part of our community outreach and branding campaign for a total cost to RTA of \$3,604.40.

Committee Recommendation:

This item was discussed at the Board Budget and Finance Committee, Board Operations, and Board Administrative Committee meetings of July 6<sup>th</sup> and July 13<sup>th</sup>, respectively. The Committees' members unanimously approved recommending this item to the full Board of Directors for their consideration.

Recommendation:

Authorize staff to operate service for the Corona/Norco Holiday Trolley on the weekends of December 10-11 and 17-18 and work in partnership with the Corona/Norco Transportation NOW Chapter to initiate community outreach, plan event kick-offs, and design the trolley route at a cost not to exceed \$3,604.40 including route promotion.